



Position: **Digital Marketing Coordinator (Contract)**

Immediate Supervisor: Marketing Director

Location: Toronto, ON

Dates: May 2019 – December 2019

Since 1969, Outward Bound Canada has made it our mission to cultivate resilience, leadership, connections and compassion, through inspiring and challenging journeys of self-discovery in the natural world. A not-for-profit, charitable, educational organization, we have challenged over 150,000 Canadians to step out of their comfort zone with our unique outdoor adventures. We pride ourselves on offering transformational journeys that encourage participants to push beyond their limits and discover their true potential.

ABOUT THE POSITION

Outward Bound Canada is an entrepreneurial charity, which is in the midst of significant growth. The marketing team plays a key role in helping to fuel that growth by implementing marketing strategies and tactics aligned to the philanthropic and sales targets of the organization. The Digital Marketing Coordinator will take on the day-to-day ownership of the organization's digital platforms and social media networks. Reporting to the Marketing Director, the Marketing Coordinator will function as a champion and guardian of the brand, delivering inspiring and impactful content that will promote program offerings and fundraising initiatives, and help to enhance and elevate the Outward Bound Canada name. This role will also support, to some extent, the execution of strategies relating to the organization's 50th anniversary in 2019-20. This is the ideal role for someone with strong creative instincts and abilities, who is likely at an early stage in their professional career, eager to take on a variety of tasks and gain valuable experience in several areas of marketing and communications. In this role, you will be able to play to your strengths and hone your craft in the areas of marketing that are of greatest interest to you. This is a full-time contract position, running from spring until December 2019, with the strong possibility for extension.

DUTIES AND RESPONSIBILITIES

- **Digital Execution:** assist in the implementation of marketing campaigns and projects, primarily in support of the organization's fee-for-service business, working with the marketing team (both internal team members and external support) to execute the marketing plan and effectively deliver on strategic goals for the department and the organization as a whole.
- **Social platforms:** Oversee OBC's social platforms, including writing, scheduling and moderating posts; promote audience growth and brand awareness through successful community engagement; report on social activity and engagement; recruit and supervise social interns as necessary. Work with the marketing director to write and design digital ads for social; execute ad buys as required.
- **Web properties:** Oversee updates to and maintenance of Outward Bound Canada's website, including coordinating communications with external web team and internal team members across the country; keep information accurate and up-to-date; write and post engaging content; source and edit photos as required. Ensure third-party listings are active and up-to-date.
- **Email marketing:** Design and deliver email marketing campaigns, including content, approvals, list management, automated programming, campaign tracking and reporting.



- **Publications and materials:** Assist in production and delivery of publications (e.g. Impact Report), videography and photography, and other materials; communicate design requests and timelines to external designers and creative teams. Design and/or update one sheets and promotional materials using Photoshop or other creative software.
- **Organizational support:** Participates in special projects and performs other duties as assigned. Represent the brand at occasional marketing and fundraising events.

SKILLS AND EXPERIENCE DESIRED

- Post-secondary diploma / degree in marketing, communications or a related field.
- Hands on experience in marketing, communications or a related industry (can be a combination of academic and professional experience).
- Foundational knowledge of digital marketing and community engagement.
- Strong communication skills, both written and verbal; copywriting skills ranging from very short ad copy to longer blog posts or publication content.
- Comfortable utilizing and engaging with a wide variety of social networks and community moderation tools, which may include Facebook, Twitter, Hootsuite, LinkedIn, Instagram and/or Flickr (prior experience with community moderation for other brands a strong asset).
- Strong organizational, communication, project management and administrative skills, and proven ability to work independently and manage multiple priorities and deadlines.
- Technologically savvy with a high level of computer (Mac and PC) and smartphone / app competency; strong experience with Microsoft Office, Google Mail and apps, and cloud computing.
- A keen eye and passion for design, video and/or photography (experience in this area an asset).

The below are considered to be strong assets:

- Knowledge of search engine marketing, SEO, and/or email marketing.
- Beginner to intermediate familiarity with Adobe Creative Suite.
- Experience with content management systems (e.g. WordPress).
- Passion for, knowledge of and/or experience pertaining to outdoor adventure and education.

Preference will be shown towards candidates with previous digital marketing experience, and ability to demonstrate skills and success in writing, design and/or digital marketing.

READY TO APPLY?

Please send cover letter and CV to marketing@outwardbound.ca. If possible, please include link(s) to your professional portfolio or examples of content that you've created and/or designed.

Application deadline: April 22, 2019

Outward Bound Canada is an equal opportunity employer and welcomes applications from all qualified individuals. We thank all applicants for their interest; however, only candidates selected for an interview will be contacted. No phone calls please.